

2. Audience-Derived Input Regarding Campaign Development To Promote Colorectal Cancer Screening

New—The National Center for Chronic Disease Prevention and Health Promotion, Division of Cancer Prevention and Control is requesting clearance to gather information about colorectal cancer screening. Colorectal cancer is the second leading cause of cancer-related deaths in the United States. In 1997, approximately 131,200 new cases of colorectal cancer will have been diagnosed, and an estimated 54,900 deaths will be caused by the disease. When colorectal cancer is detected early, chances for survival are greatly enhanced: current studies

indicate that deaths from colorectal cancer could be reduced by approximately 33 percent through screening and by providing special attention to individuals at increased risk for this disease. As a result, in 1997 several major health organizations, including the Centers for Disease Control and Prevention, recommended routine screening be conducted for colorectal cancer among all Americans over 50 years of age in good health. Recent documented usage of colorectal cancer screening by the U.S. population, however, lags far behind screening for other cancers, such as breast and cervical cancers. Finding ways to promote the new recommendation for routine colorectal cancer screening

among the target population, therefore, is a necessity in combating the disease.

The Division of Cancer Prevention and Control is planning to obtain input from the target audience of all adults within the U.S. who are in good health and age 50 and older. Information collected from the target audience will assist in the design and implementation of a national campaign intended to promote screening for colorectal cancer. Such information will include knowledge and attitudes regarding colorectal screening as well as responses to draft messages promoting screening, and will be gathered using focus groups, interviews, and the purchase of omnibus survey questions. The total annual burden hours are 225.

Respondents	No. of respondents	No. of responses/ respondents	Avg. burden/ response (in hrs.)
Focus Groups	50	1	1.5
Intercept Interviews	100	1	0.5
Questions included in omnibus surveys	1000	1	0.10

Charles W. Gollmar,

Acting Associate Director for Policy, Planning and Evaluation, Centers for Disease Control and Prevention (CDC).

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

Office of the Director; Meeting

Office of the Director, Centers for Disease Control and Prevention (CDC), announces the following meeting:

Name: Guide to Community Preventive Services (GCPS) Task Force Meeting.

Times and Dates: 9 a.m.-5:15 p.m., September 14, 1998; 8 a.m.-3:30 p.m., September 15, 1998.

Place: The Radisson Hotel Atlanta, Courtland and International Boulevard, Atlanta, Georgia 30303, telephone 404/659-6500.

Status: Open to the public, limited only by the space available. The meeting room accommodates approximately 40 people.

Purpose: The mission of the Task Force is to develop and publish a Guide to Community Preventive Services, which is based on the best available scientific evidence and current expertise regarding essential public health services and what works in the delivery of those services.

Matters To Be Discussed: Agenda items include: an update on Health People 2010; a discussion on the results of field testing for the Vaccine Preventable Diseases (VPD) Chapter, a discussion of the VPD

Epidemiologic Reviews Manuscript, a discussion on the dissemination, publication and evaluation of the Guide, a review of the draft chapter on Motor Vehicle Occupant Injuries (MVOI) and a review of evidence on interventions for seat belt use for the MVOI Chapter, reports on the progress of the Tobacco, Oral Health and Physical Activity Chapters, and a progress report on the Methods Development.

Agenda items are subject to change as priorities dictate.

Contact Person for Additional Information: Marguerite Pappaioanou, Chief, GCPS Development Activity, Division of Prevention Research and Analytic Methods, Epidemiology Program Office, CDC, 1600 Clifton Road, NE, M/S D-01, Atlanta, Georgia 30333, telephone 404/639-4301.

Persons interested in reserving a space for this meeting should call 404/639-4301 by close of business on September 9, 1998.

Dated: August 25, 1998.

Carolyn J. Russell,

Director, Management Analysis and Services Office, Centers for Disease Control and Prevention (CDC).

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

National Immunization Program; Meeting

The National Immunization Program (NIP), Centers for Disease Control and

Prevention (CDC) announces the following meeting:

Name: The National Immunization Program Techniques for Enabling Immunization Record Exchange.

Times and dates: 9 a.m.-4:30 p.m., September 10, 1998; 9 a.m.-4 p.m., September 11, 1998.

Place: Holiday Inn, 130 Clairemont Avenue, Decatur, Georgia 30030, 404/371-0204.

Status: Open to the public, limited only by the space available. The meeting room accommodates approximately 30 people.

Purpose: To explore techniques to enable record exchange amongst State- and community-based registries and to identify CDC/NIP's role in the development of strategies to facilitate the process.

Matters To Be Discussed: Agenda items will include a discussion of NIP's Health Level Seven (HL7) Immunization Registry Record Exchange Standard, a description of six Registry Projects' HL7 implementation and needs, and a proposal for solutions.

Contact Person For More Information: Robb Linkins, Ph.D., M.P.H., Chief, Systems Development Branch, Data Management Division, NIP, CDC, 1600 Clifton Road, NE, M/S E-62, Atlanta, Georgia 30333, telephone 404/639-8728, e-mail rxl3@cdc.gov.

Dated: August 26, 1998.

John C. Burckhardt,

Acting Director, Management Analysis and Services Office, Centers for Disease Control and Prevention (CDC).

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